

Fashion Calendar 1948

9-6-48

FILE

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
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WEEK BEGINNING MONDAY, SEPTEMBER 6, 1948

Sept. 6 LABOR DAY (Monday).

Monday	ELEVENTH FALL	NEIMAN-MARCUS	DALLAS
Sept. 6	FASHION EXPOSITION		TEXAS
8:30 P.M.	Presentation of the Neiman-Marcus awards for distinguished service in the field of fashion at the store's Eleventh Annual Fall Fashion Exposition, Edward S. Marcus, vice-president, will present awards to Mme. Bonnet; Claire McCardell; Castillo of Elizabeth Arden; and General Julius Ochs Adler, Vice Pres. and General Manager of the N.Y. Times. (The fashion show will be repeated Tuesday evening to fulfill the demand for tickets.) Tickets: \$2.50 -- Proceeds for Damon Runyon Cancer Fund. Publ.: Frances Gardiner, LO. 4-1200; Marihelen MacDuff, Neiman-Marcus, Dallas, Texas.		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday	<u>JAY THORPE</u>	24 WEST 57TH ST.	PUBL.: JOAN STAFFORD	CI. 7-4300
Sept. 7	At 2:30 P.M.			
Wednesday	<u>HATTIE CARNEGIE</u>	42 EAST 49TH ST.	PUBL.: SIDNEY WINTERS	WI. 2-2600
Sept. 8	At 2:30 P.M.			
Wednesday	<u>BERGDORF GOODMAN</u>	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	FL. 3-7300
Sept. 8	At 5:30 P.M.			
Thursday	<u>BONWIT TELLER</u>	721 FIFTH AVE.	PUBL.: CAROLYN HAIGHT	EL. 5-6800
Sept. 9	At 12:00 Noon	(Buffet Luncheon)		
Thursday	<u>STEIN & BLAINE</u>	13 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	FL. 5-8580
Sept. 9	At 2:30 P.M. --	Designed by Harriette Harra.		
Tuesday	<u>ELIZABETH ARDEN</u>	691 FIFTH AVE.	PUBL.: ELIZABETH MACKINTOSH	FL. 3-3410
Sept. 14	At 3:00 P.M. --	Designed by Castillo.		
Wednesday	<u>OLDRIC ROYCE</u>	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248
Sept. 15	At 11:00 A.M.			

Beginning	NEW HOLIDAY LINE	BON RAY DANCE FROCKS	525 SEVENTH AVENUE
Tuesday	OF EVENING DRESSES		SHOWROOM
Sept. 7	Bon Ray will have continuous showings of their new line of evening dresses, designed by Celia Phillips. Contact: Morris Berman, WI. 7-0818.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Postponed Sept. 8	THE FIRA BENENSON CUSTOM COLLECTION FOR PRESS, ORIGINALLY SCHEDULED FOR WEDNESDAY, SEPT. 8, AT 11:00 A.M., HAS BEEN POSTPONED. (New date later.)		
Wednesday Sept. 8 12:30 P.M. Luncheon	PRESS PREVIEW OF HOSIERY FASHIONS Showing of Fall fashions in Gotham Hosiery at a luncheon for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	RITZ CARLTON HOTEL CRYSTAL GARDEN
Wednesday Sept. 8 1:00 P.M. Luncheon	"PARIS AND NEW YORK FASHION SCENE" Russeks will present the fashion scene of Fall 1948 and Spring 1949 in two parts: (1) Fall collection of Paris originals, featuring designs of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Paquin and others; (2) Originals from Russeks Design Studio's collection of "fur elegancies" by Ralph Marano. Press by invitation. Public by reservation; contact: Mr. Ray, VO. 5-5400. Russeks Publicity: Helen Moran, WI. 7-1900. Chatham Fashion Publicity: Anne Lane, VO. 5-5400.	RUSSEKS FIFTH AVENUE	HOTEL CHATHAM CHATHAM WALK
Sept. 8	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 1.)		
Wednesday Sept. 8 3:30 P.M. Cocktails	PRESS PREVIEW: NEW SEAMPRUFE SLIPS Introduction of the new Seamprufe offices and showroom, with a fashion presentation, "X-ray View of the Girl in the Seamprufe Slip." Commentator: Dennis James, radio and television M.C. Cocktails and tour of showroom at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	SEAMPRUFE, INC.	412 FIFTH AVENUE SHOWROOM
Sept. 8	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 1.)		
Sept. 9	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 12:00 NOON. (See Page 1.)		
Thursday Sept. 9 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Jaeckel will present custom-order fur fashions, in addition to "Champagne" budget furs. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Jaeckel Publicity: Lillian Stein, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL, INC. (10 EAST 57TH ST.)	ST. REGIS HOTEL ROOF
Sept. 9	STEIN & BLAINE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 1.)		
Thursday Sept. 9 4:00 P.M. Cocktails	PREVIEW OF NEW FALL MILLINERY Dorothy Gordon will present a preview of her new Fall hats. By invitation only. Publicity: Hickory Associates, MU. 7-9274.	DOROTHY GORDON	14 EAST 56TH STREET SALON
Postponed Sept. 9	THE G. HOWARD HODGE MILLINERY SHOW, ORIGINALLY SCHEDULED FOR SEPT. 9 AT 5:00 P.M., HAS BEEN CHANGED TO THURSDAY, SEPT. 15, AT 5:00 P.M. (See Pg. 5)		
Thursday Sept. 9 6:00 P.M.	BRAND NAME FALL AND WINTER FASHIONS Semi-annual showing of brand name Fall and Winter fashions. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS NEW YORK	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Sept. 11 11:00 A.M.	MCCALL PATTERN FALL FABRICS SHOW Fall fabric jubilee fashion show presenting new Fall patterns. Press preview on September 11 at 11:00 A.M. Open to public September 13 at 11:00 A.M. and September 15 at 6:00 P.M. Publicity: Jean Saville, WI. 7-7000, Ext. 521.	JAMES MCCREERY & CO.	3RD FLOOR
Saturday Sept. 11 2:30 P.M.	"MALE-TESTED" COLLEGE FASHION SHOW Bamberger's Campus Center "Male-Tested" fashion show with board of judges from Princeton University, patterned after the Cosmopolitan Magazine feature. Open to public. Publ.: Mary Grizzard, Market 2-1212 (Newark).	L. BAMBERGER & CO. NEWARK, N. J.	9TH FLOOR AUDITORIUM
Week Of Sept. 12	NEW YORK FALL MILLINERY WEEK Leading stores in New York will feature millinery in window and interior displays, advertisements and promotions, showing new styles, colors and silhouettes in every price range for women of all ages. Contact: Matthew Hyland, National Director, Millinery Promotions, Inc., LU. 2-2250.	MILLINERY PROMOTIONS (2 WEST 46TH STREET)	NEW YORK CITY
Monday Sept. 13 10:00 A.M. Champagne Breakfast	PRESS PREVIEW OF NEW STORE AND FASHIONS "Bond Comes to Fifth Avenue" with a special preview for the fashion press of their new store on Fifth Avenue, followed by a fashion show. Interior decor by Morris Lapidus. Breakfast at 10:00 A.M. Tour of women's departments at 10:30 A.M. Fashion show promptly at 11:00 A.M. Attendance by invitation only. Publicity: Jerry Halprin, WI. 7-6550.	BOND FIFTH AVENUE	380 5TH AVE.(AT 35TH) FLIGHT DECK (4TH FL.)
Monday Sept. 13 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION The Tailored Woman's daytime and evening fashions will be presented during luncheon. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Monday Sept. 13 3:00 P.M.	PRESS SHOWING OF CUSTOM FASHIONS Presentation of Fall and Winter custom-order fashions to the press by Carrie Munn. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	CARRIE MUNN	640 MADISON AVENUE SALON
Monday Sept. 13 4:00 P.M. Cocktails	PRESS PREVIEW OF WINTER MILLINERY Lilly Dache will present her Winter hat collection to the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE SALON
Week Of Sept. 13	ADVANCE SPRING OPENINGS OF GUILD SHOE LINES Shoes to be featured include: (1) Late Winter shoes for daytime wear; (2) Dress and evening shoes; (3) First Spring footwear; (4) Resort models; (5) Holiday gift boudoir needs. Members include: Beleganti, Inc.; Fox Shoe Mfg. Corp.; Jerro Brothers; Mackey-Starr, Inc.; John Marino, Inc.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft); Setroy, Inc. (Seymour Troy); Reual, Inc.; M. Wolf Sons, Inc. (Loupine); Morris Wollock & Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13- Oct. 15	SHOWING OF HOLIDAY AND RESORT COLLECTION Continuous daily showings of a collection of dresses for holiday and re- sort wear, designed by Jennifer of Harold Susman, Inc. Press, by appoint- ment, at their convenience. Publicity: Ruth Hammer Associates, EL. 5-6043.	HAROLD SUSMAN, INC.	498 SEVENTH AVENUE SHOWROOM
Monday Sept. 13	CALIFORNIA RESORT AND SUMMER FASHIONS Gala outdoor opening of Cole of California line of Resort and Summer 1949 beach and near-the-beach fashions. By invitation only. The line will be presented in the Los Angeles showroom, by appointment, beginning Tuesday, September 14. Contact: Elizabeth D. Adams, 2615 Fruitland Road, Los Angeles 11, California.	COLE OF CALIFORNIA	840 SO. BROADWAY LOS ANGELES, CAL.
Beginning Sept. 13	CALIFORNIA APPAREL CREATORS SHOWINGS OF NEW RESORT AND CRUISE LINES IN LOS ANGELES. CONTACT: CALIF. APPAREL CREATORS, 756 S. B'WAY, L.A. 14.		
Monday Sept. 13	OPENING OF BELMONT PARK FOR RACING (THROUGH OCTOBER 2). Women's Publicity: Joan Gaines, CI. 6-1373.		
Tuesday Sept. 14 10:30 A.M.	PRESS SHOWING OF FALL FASHIONS Bloomingdale's will present Fall and Winter ready-to-wear fashions at their semi-annual showing for the press. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Tuesday Sept. 14 1:00 P.M. Luncheon	GOWNS AND MILLINERY AT LUNCHEON SHOWING Presentation of custom-made fashions by D'Laurence Roth, with new Fall millinery by Mary Goodfellow. Attendance by invitation. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	D'LAURENCE ROTH; MARY GOODFELLOW	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 14 2:30 P.M.	FALL FASHION PRESENTATION Showing of coats, suits, dresses and furs for Fall. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	3RD FLOOR
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1.)		
Tuesday Sept. 14- Sept. 15	32ND ANNUAL LEATHER SHOW AT WALDORF-ASTORIA, BALLROOM The show will be open from 10:00 A.M. to 10:00 P.M. on the first day; and from 10:00 A.M. to 4:30 P.M. on the second day. Contact: Tanner's Council of America, 100 Gold Street, BE. 3-0494.		
Sept. 15	OLDRIC ROYCE'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 1.)		
Wednesday Sept. 15 12:15 P.M. Luncheon	FASHION GROUP LUNCHEON MEETING <u>Paris Report</u> will be the subject of this luncheon meeting, with a showing of highlights from the French collections. Speakers: Bettina Ballard, fashion editor, Vogue, on "Sifting the News"; Eleanor Reamer Smith, fashionist, Kaufman's Department Store, Pittsburgh, on "Promoting the News." Price (including tax and tip): \$4.50 for members; \$4.75 for guests. Guests are limited to one for each membee. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL AND WINTER FASHION PREVIEW Showing of Fall and Winter fashions by Arnold Constable at luncheon. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Miss Lou Hutchinson, CA. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Gunther will present "Fashions For Your Winter Wardrobe" during luncheon. Press by invitation. Public by reservation; contact: "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 15 2:30 P.M.	JEUNES FILLES FASHION SHOW Presentation of Jacques Heim Jeunes Filles collection at Altman's. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 15 4:30 P.M. Cocktails	PRESS PREVIEW OF PARIS MILLINERY Showing of original Paris millinery selected and imported by G. Howard Hodge on his current trip to Paris, Italy and Switzerland. Also, a presentation of his own American millinery adaptations. For fashion press and millinery store executives by invitation only. (Note change of date). Contact: G. Howard Hodge, 1 West 39th Street, LO. 4-0430.	G. HOWARD HODGE	RITZ-CARLTON HOTEL BALLROOM
Thursday Sept. 16 11:00 A.M. Champagne	PRESS PREVIEW OF FALL FASHIONS Preview of new Fall furs and fashions, including trimmed and untrimmed suits, dresses and accessories. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.	B. WEINSTEIN	7 EAST 57TH STREET SALON
Thursday Sept. 16 1:00 P.M. Luncheon	SHOWING OF FASHIONS DURING LUNCHEON Macy's will present Fall fashions at a luncheon show. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Hotel Plaza Fashion Publ.: Dorothy Wentworth King; or Adele Brown, PL. 3-1740.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 16 3:00 P.M.	PRESS SHOWING OF ADVANCE CUSTOM FASHIONS Mme. Elanora Garnett will present her advance custom-made gown collection for Fall and Winter 1948. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	ELANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 16 3:00 P.M.- 7:00 P.M. Cocktails	PREVIEW SHOWING OF "FASHIONS IN GLASSES" Fashion presentation of new fashions in glasses and frames which will retail from \$12.50 to \$15,000. Fashions by Delman, John Frederics, Monte-Sano, Polava Gloves, Nettie Rosenstein. Victor Vito will demonstrate hair styles for women who wear glasses. Preview by invitation only. The show will be open to the public from 3:00 P.M. to 10:00 P.M. on September 17, 18, 19. Contact: Monroe B. Levoy, CI. 5-5211.	TURA, INC. (130 W. 57th St.)	WALDORF-ASTORIA EMPIRE SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 16 4:00 P.M. Tea	PREVIEW OF FALL FABRICS AND FASHIONS Simplicity Pattern Co. will present designs of the modified silhouette and new colors at a fashion show and tea. Attendance by invitation only. Publicity: Kathryn Wilson, MU. 3-7570.	SIMPLICITY PATTERN CO. (200 MADISON AVENUE)	HOTEL ROOSEVELT MEZZANINE
Monday Sept. 20 11:00 A.M.	PRESS SHOWING: FALL AND WINTER FURS Presentation of Bergdorf Goodman's Fall and Winter fur collection to the press. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	58TH ST. & 5TH AVE.
Monday Sept. 20 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's Spectator Sports, Town, and Young Modern fashions. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Monday Sept. 20- Sept. 25	THIRD ANNUAL NAT'L SWEATER WEEK Slogan: "Look Better in a Sweater." Official posters, pictures and mats are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY
Tuesday Sept. 21 10:00 A.M.	PRESS SHOWING OF ADRIAN FALL CLOTHES Gunther will present the Adrian collection of Fall and Winter clothes to the press in the Adrian Room at 10:00 A.M. Attendance by invitation. Showings for customers will be held Sept. 21 at 2:00 P.M. and 4:30 P.M.; Sept. 22, at 10:00 A.M. and 2:00 P.M. Attendance by invitation only. Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM
Tuesday Sept. 21 4:00 P.M. Cocktails	PRESS SHOWING OF CUSTOM FURS Preview of custom furs for Fall and Winter, designed by Dragonette. Attendance by invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Sept. 22	FIRST DAY OF AUTUMN (Wednesday).		
Wednesday Sept. 22 11:00 A.M.	MILLINERY SHOWING FOR THE PRESS Frank Brady will present his Fall millinery to the press. Attendance by invitation only. Contact: GR. 7-2236.	FRANK BRADY	107 MACDOUGAL ST. STUDIO
Wednesday Sept. 22	HATTIE CARNEGIE'S JEUNE FILLE LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR WED., SEPT. 22 AT 1:00 P.M., AT WALDORF-ASTORIA, HAS BEEN CANCELLED.		
Wednesday Sept. 22 1:00 P.M. Luncheon	"HATS FOR YOU" AT LUNCHEON SHOW Aranka will present her semi-annual millinery show during luncheon. Press by invitation. Public by reservation; contact: "Frank," headwaiter, EL. 5-3000. Contact: Mme. Aranka, PL. 8-2966. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 22 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Peter Bondi's Fall millinery during luncheon. Press by invitation. Public by reservation: contact "Jack," Cotillion Room headwaiter, TE. 8-8000. Peter Bondi Publicity: Mary Alice Rice, CI. 6-1790. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	PETER BONDI, INC. (36 WEST 58TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 23 10:30 A.M.	PRESS PREVIEW OF CUSTOM-MADE CLOTHES Elizabeth Hawes will present her Fall and Winter custom-made collection. Attendance by invitation. Publicity: Carson-Ruff Associates, MU. 2-2055.	ELIZABETH HAWES, INC.	867 MADISON AVENUE SALON (3RD FLOOR)
Thursday Sept. 23 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Fall collection of custom-made dresses, suits, coats and evening fashions will be presented by Renel of Paris at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Renel Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	RENE OF PARIS, INC.	HOTEL PLAZA TERRACE ROOM
Cancelled Sept. 23	THE MILGRIM LUNCHEON FASHION SHOW, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 23, AT 1:00 P.M., AT THE HOTEL PLAZA, HAS BEEN CANCELLED.		
Monday Sept. 27 11:00 A.M.	PRESS SHOWING OF READY-TO-WEAR Bergdorf Goodman will present their ready-to-wear originals to the press. Attendance by invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	58TH ST. & 5TH AVE.
Monday Sept. 27 1:00 P.M. Luncheon	SHOWING OF FASHIONS FOR TALL GIRLS "Long View of Fall Fashions" -- presentation by Peg Newton, of complete wardrobe for tall girls. Hats by Peg Fischer. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Peg Newton Publ.: Donna Cannon, MU. 8-2170. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Tuesday Sept. 28 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Custom millinery designed by Tatiana du Plessix will be presented to the press by Saks Fifth Avenue. Attendance by invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Sept. 28 1:00 P.M. Luncheon	HAND KNIT FASHIONS AT LUNCHEON SHOW Presentation of custom-made knit fashions by Mimi Pearce, who also instructs women in the knitting of their own clothes. Attendance by invitation. Contact: Mimi Pearce, RE. 7-8110. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	MIMI PEARCE	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 29 9:00 A.M. Breakfast	PRESS PREVIEW OF NEW COLLECTION Sigmund Crane presents, for the first time, his completely new collection of Spring and Cruisewear by one of America's most talented designers. The retail price of these clothes will be under \$15. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-6043.	SIGMUND CRANE	498 7TH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 29 1:00 P.M. Luncheon	"FURS FOR '49" AT LUNCHEON SHOW Dein-Bacher of the Waldorf will present their new fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank" EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 29 2:30 P.M.	SHOWING OF FASHIONS UNDER FIFTY DOLLARS Altman's, in conjunction with Good Housekeeping Magazine, will present a showing of Fall fashions which will retail for under fifty dollars. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	THIRD FLOOR
Thursday Sept. 30 1:00 P.M. Luncheon	"FROM HEAD TO TOE" FALL FASHION SHOW David Lewis will present his Fall handbags at a luncheon show. Gloves by Viola Weinberger; shoes by Evins; hats by Mme. Pauline; jewelry by Trifari. There will be special prizes for those bringing rummage for benefit of Union Settlement. Press by invitation. Public by reservation; contact: Ronnie MacNichol, PL. 3-1740, Ext. 176. Lewis Purses Publicity: Alexandre Tarsaidze, MU. 5-0960. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	LEWIS PURSES & UNION SETTLEMENT	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 30 1:00 P.M. Luncheon	READY-TO-WEAR FASHION SHOW Jaeckel will show ready-to-wear Fall and Winter fashions for misses and women at a luncheon show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Jaeckel contact: Lillian Stein, PL. 5-7000. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JAECKEL, INC.	ST. REGIS HOTEL ROOF
Oct. 4	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday).		
Oct. 5	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday).		
Wednesday Oct. 6 12:00 Noon Luncheon	"WOOLS FOR WARMTH" FORUM AND LUNCHEON "Wools for Warmth" will be the theme of a forum and luncheon, with announcement of plans for American Knit Glove Week. Press and buying offices by invitation. Publicity: Claire A. Wolff, LO. 4-7230.	ASS'N OF KNITTED GLOVE & MITTEN MFRS.	HOTEL PENNSYLVANIA SALON MODERNE
Wednesday Oct. 6 1:00 P.M. Luncheon	FORECAST FASHIONS AT LUNCHEON SHOW "Forecast for Femininity" -- new fashions by The Tailored Woman at a luncheon show. Press by invitation. Public by reservation; contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA SERT ROOM
Beginning Wednesday Oct. 6	OPENINGS OF RESORT AND SPRING LINES The opening dates follow: <u>Wednesday, October 6</u> ADLER & ADLER; KANE-WEILL; SPORTCRAFT; STAR-MAID DRESSES <u>Thursday, October 7</u> DAVIDOW; MUTUAL-ROSENBLOOM; CHARLES W. NUDELMAN <u>Friday, October 8</u> DAVID M. GOODSTEIN; ZOLTAN ROSENBERG Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Gunther will present fur fashions for Fall and Winter during luncheon. Press by invitation. Public by reservation; contact "Jack", Cotillion Room headwaiter, TE. 8-8000. Gunther Publicity: Nona James, VO. 5-3440. Hotel Pierre Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Thursday Oct. 7 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOW Knize will present custom-made coats and suits for Fall and Winter at a luncheon show. Press by invitation. Public by reservation; contact Ronnie MacNichol, PL. 3-1740, Ext. 176. Knize Publicity: Mary Alice Rice, CI. 6-1790. Hotel Plaza Fashion Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	KNIZE, INC.	HOTEL PLAZA TERRACE ROOM
Thursday Oct. 7 4:30 P.M.	PRESS PREVIEW: RESORT AND SPRING FASHIONS Adler and Adler will present a press showing of Resort, Cruise and Spring fashions, and also Spectator Sportswear. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER & ADLER	550 SEVENTH AVENUE 20TH FLOOR
Monday Oct. 11 2:30 P.M.- 4:00 P.M.	"PORTRAIT OF JENNIE" FALL AND SPRING FASHION SHOW Leading designers to show fashions inspired by the David O. Selznick production, "Portrait of Jennie", starring Jennifer Jones, Joseph Cotten, and Ethel Barrymore. Presentation of Spring accessory color, "Portrait Blue." Selznick Releasing Organization: Ted Baldwin, EL. 5-5323. Publicity: Claire A. Wolff, LO. 4-7230.	"PORTRAIT OF JENNIE" BY DAVID O. SELZNICK	METROPOLITAN MUSEUM OF ART--AUDITORIUM
Oct. 13	YOM KIPPUR - JEWISH DAY OF ATONEMENT (Wednesday).		
Wednesday Oct. 13 1:00 P.M. Luncheon	SKIIS AND SKI FASHIONS AT LUNCHEON SHOW Ski wardrobes, custom-made by the André Ski Shop, 49 East 47th St., styled for True-Flex, Tey's newly perfected aluminum skis presented in high fashion shades. Press by invitation. Public by reservation; contact Frank, headwaiter, EL. 5-3000. Tey and Andre Publicity: Anne Albee or Augusta Arnold, Lindsay Advertising, PL. 3-8571. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	ANDRÉ SKI SHOP; TEY MANUFACTURING CO.	WALDORF-ASTORIA SERT ROOM

Beginning Monday Oct. 18	SPRING AND RESORT OPENINGS BY FOGA Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH WERSBA & COPPOLA FOX-BROWNIE, INC. ED GERRICK, INC. A. GOODMAN & CO., INC. FRED GREENBERG DRESS CO.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JOSEPH HALPERT, INC. HORWITZ & DUBERMAN INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. MORRIS & MARCUS PARNIS-LIVINGSTON, INC.	INDIVIDUAL NEW YORK SHOWROOMS BEN REIG, INC. C.H.D. ROBBINS CO. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. JANET TAYLOR HANNAH TROY, INC.
Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.			

MUSIC...MOVIES...THEATRES...TELEVISION

Friday Sept. 3	<p>PREMIERE: "LARCENY" (Movie) WINTER GARDEN THEATRE, 50TH ST. & B'WAY Universal-Inteenational's timely melodrama starring John Payne, Joan Caulfield, Dan Duryea, Shelly Winters. Based on the novel "The Velvet Fleece," about the swindling of a war widow. Director: George Sherman. Producer: Leonard Goldstein. Joan Caulfield's costumes by Orry-Kelly. Publicity: Al Horwitz, PL. 9-8000.</p>
Tuesday Sept. 7	<p>RE-SHOWING: "SHOW BOAT" CITY CENTER THEATRE, 131 WEST 55TH ST. Rogers and Hammerstein will present the New Stage production of the famous classic by Edna Ferber, for a two-week engagement at the City Center. Staged by Hassard Short; choreography by Helen Tamiris. Costumes by Lucinda Ballard. Settings by Howard Bay. Cast includes: Billy House, Norwood Smith, Pamela Caveness, Sammy White. Publ. Michael Mok, CI.6-7889.</p>
Tuesday Sept. 7	<p>OPENING: "SUNDOWN BEACH" BELASCO THEATRE, 44TH ST. EAST OF B'WAY Studio, Inc. production of play by Bessie Breuer. Cast includes: Louisa Horton, Ralph Cullinan, Warren Stevens. Produced by Louis J. Singer. Directed by Elia Kazan. Publicity: Wolfe Kaufman, LO. 4-3950.</p>
Wednesday Sept. 8 4:05 P.M.- 5:00 P.M.	<p>TELEVISION: "THE GLORIA SWANSON HOUR" STATION WPIX, CHANNEL 11 Program includes: "High Fashion Trends," with designer Alice Orovan showing a group of her fashions; "Glamor on a Budget," with Valerie Mason, showing fashions for the young married woman; "Beauty Salon," with permanent wave stylist John Hall discussing the history of the permanent wave; "Chef's Holiday," with the chef of Hotel Pierre as guest. Director: Dick Rose. Fashion Coordinator: Kay Bardsley, WPIX, MU. 2-1234.</p>
Wednesday Sept. 8 8:00 P.M.- 8:20 P.M.	<p>TELEVISION PREMIERE: "GIRL ABOUT TOWN" STATION WNBT, CHANNEL 4 New video show presented by Bates Fabrics, will star Kyle MacDonnell as "the girl about town," who will take television viewers with her to each week's outstanding event, where she will interview famous personalities. Bates Fabrics Publicity: Tora Tennesen, CO. 7-4000.</p>
Thursday Sept. 9	<p>PREMIERE: "LUXURY LINER" (Movie) CAPITOL THEATRE, BROADWAY & 51ST ST. Metro-Goldwyn-Mayer Technicolor musical starring George Brent, Jane Powell, Lauritz Melchior, Xavier Cugat. Songs ranging from "Yes, We Have No Banannas" to a duet from "Aida", and romance aboard a transoceanic liner. Directed by Richard Whorf; produced by Joe Pasternak. Women's costumes by Helen Rose; men's costumes by Valles. Publicity: Herbert Crooker, BR. 9-7800.</p>
Thursday Sept. 9	<p>OPENING: "HILARITIES OF 1949" ADELPHI THEATRE, 54TH ST. E. OF B'WAY Morey Amsterdam's "song, dance and laugh extravaganza" with performers including: Morey Amsterdam, Luba Malina, Paul Winchell, Jerry Bergen, Al Kelly, Georgie Tapps, the Halloway Sisters. Music by Carl Lampl; lyrics by Stan Arnold, Buddy Kaye. Director: Mervyn Nelson. Producers: Ken Robey and Stan Zucker. Publicity: George Ross, BR. 9-5906.</p>
Wednesday Sept. 15	<p>OPENING: "SMALL WONDER" CORONET THEATRE, 49TH ST. W.OF B'WAY New musical review marking the production debut of George Nichols III. Cast includes: Alice Pearce, Tom Ewell, Mary McCarty. Sketches by Charles Spaulding, Louis Laun, Max Wilk and George Axelrod. Director: Burt Shevelove. Settings: Ralph Alswang. Costumes: John Derro. Publicity: Lipsky and Bloom, CH. 4-5185.</p>